



DRAFT

MINUTES OF A MEETING OF THE
NASHUA ARTS COMMISSION

April 11, 2017

City Hall Auditorium

Members in attendance: Tracy Hatch, Alison Bankowski, Mitzi Barrett, Judy Carlson, Tina Cassidy, John Egan, Bonnie Guercio, Paul LaFlamme, Rachel Rendina, Lindsay Rinaldi, Marc Thayer.

Absent: Donna Metzger,

Also present: Amy DeRoche NAC Admin, Alderman Brian McCarthy, Kathy Hersh, Claude Nivens

Called to order: 8:02 am

1. Minutes: Motion was made by Mitzi and seconded by Judy to approve the March minutes with the correction of the title to NISS Review Criteria. Motion approved unanimously.
2. Grant Minutes: Motion was made by Mitzi and seconded by Lindsay to approve the grant evaluation committee's minutes. Motion approved unanimously.
3. Presentation by City Arts Nashua: Kathy Hersh presented an overview of City Arts Nashua, including their mission and annual projects. See attached.
4. Presentation by Nashua Area Artists Association: Claude Nivens presented an overview of NAAA. See attached.
5. Grant Recommendations: Mitzi reviewed the minutes from the evaluation committee. Paul asked about funding capital requests vs. programs and when it was communicated to the applicants that capital expenses would not be covered. Mitzi said that the application only talks about the use of the money for programs. It does not specifically say that capital requests won't be funded. Wording on the application will need to be adjusted next year.

Motion was made by Mitzi and seconded by Judy to accept the recommended distribution of grant money as outlined in the evaluation committee's minutes. Motion approved unanimously.

6. Marketing: The marketing report was distributed to the NAC. John has spoken to local publications about running an ad that would provide awareness of Nashua Arts events. The marketing committee would also like to see social media more utilized and a collaboration with CAN and GAD on a calendar. Tracy would like a cost breakdown of any newspaper or facebook ads. Also, a policy would need to be created to outline what is and is not appropriate to post on facebook.

Motion was made by John and seconded by Lindsay to accept the marketing report. Motion approved unanimously.

7. Updates: Tracy distributed an updated budget. (see attached) She would like to know the money you are planning on spending on any open houses or workshops.

Motion was made by Mitzi and seconded by Marc to ask the Mayor to increase our budget to \$60K next year. Motion approved unanimously.

The first NAC open house will be on May 10th from 5:30-7:30. Symphony NH will provide music and there will be light refreshments.

There has been a request for money from the Holman banner committee. They would like to be considered for a discretionary grant if we have any funds left over at the end of the fiscal year.

Tracy would like volunteers to form a committee to come up with procedures for handling requests. Mitzi, Judy and Rachel volunteered.

Tracy has created a google doc that lists all our current projects. The link has been distributed to the NAC and she asks all members to make sure they update it with the status of the projects they are working on.

Motion to adjourn made by Mitzi and seconded by Lindsay. Carried unanimously.

Visual Arts Plan

For
Downtown Nashua

**Nashua Arts Commission
2015 Arts and Cultural Plan**
In five years Nashua will be a vibrant community,
nationally recognized for its numerous diverse arts
offerings _____



Nashua Area Artists Association
Over 65 Years

Inspiring lifelong
learning, empowering the
individual and engaging
the community of all ages
in the creative arts

Chart 1

Over 120 Members

ArtHub Gallery



Education and Demos



Art Waik 2016



Young Adult
and Youth Programs



Libraries and
Pheasant Lane Mall



64th Greeley Park Art
Show



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Chart 2

Visual Arts Education – Kent Devereaux

- Provides opportunities for students to perceive, respond create and communicate through images
- Allowing them to experience and apply throughout their lives the power, ideas and emotions expressed in visual images.
- Arts education, which is an investment in our future creative workforce, will become a crucial element in our education system.
- Robots and foreign labors will never replace creative people making new and desirable products and services
- Art is important in society for innumerable reasons. It communicates across barriers of language, class and culture. It provides communication when words alone often fail.



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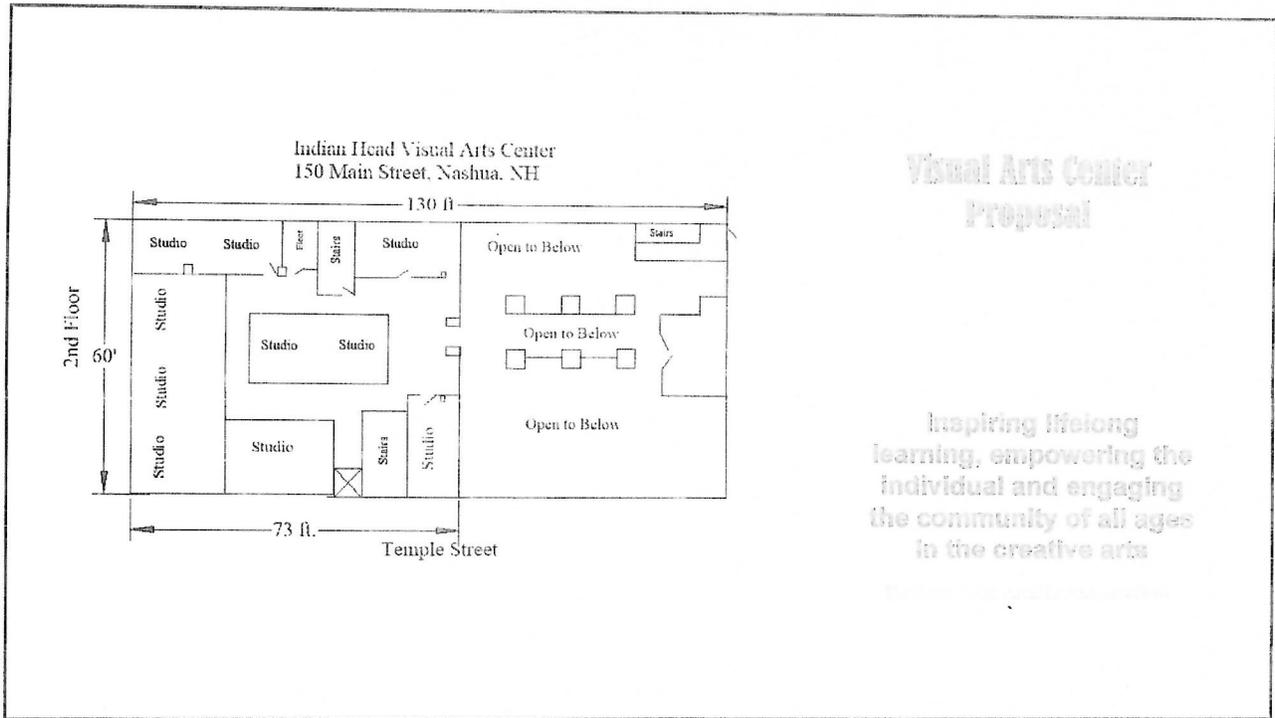
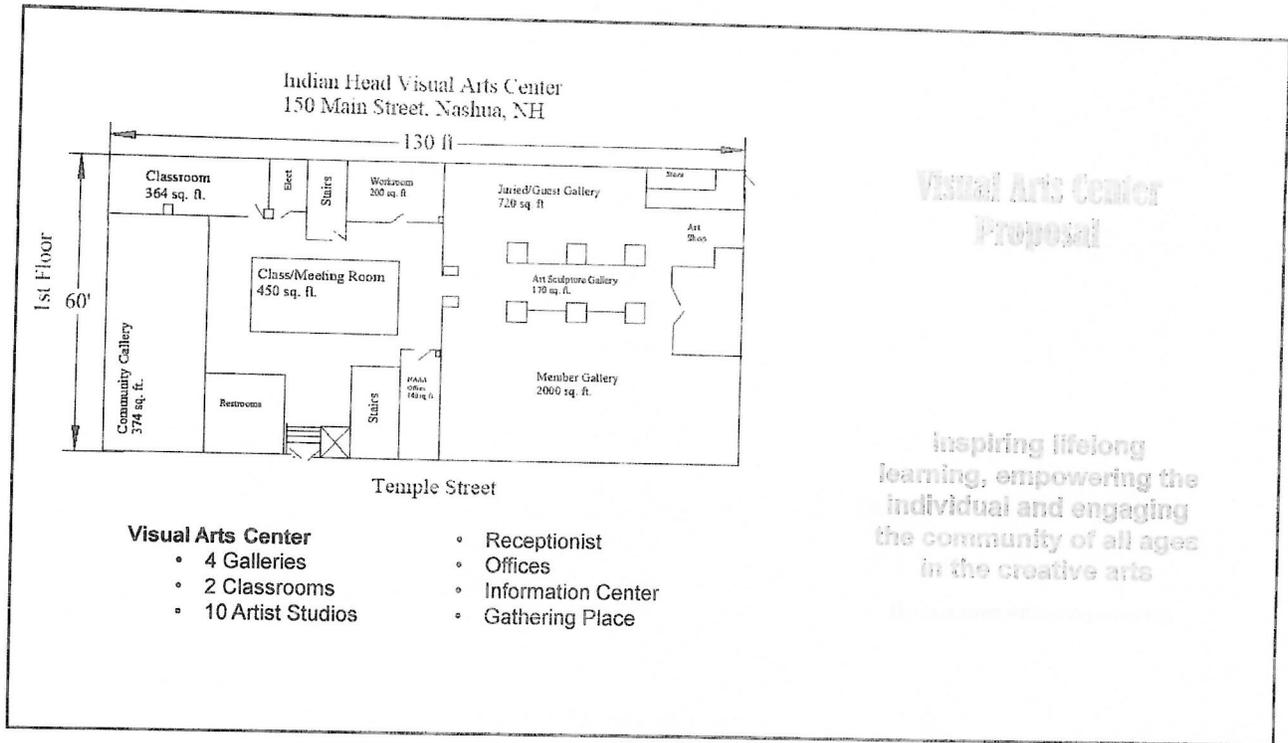
Nashua Area Artists Association Long Range Plan

- ❖ Full Time Staff
 - ❖ Executive Director
 - ❖ Receptionist
- ❖ ArtHub Gallery
 - ❖ Maintain Weekly Gallery Hours
 - ❖ Expanded
 - ❖ Membership
 - ❖ Educational Programs
 - ❖ Art Display Galleries
 - ❖ Arts Outreach Program
- ❖ Future Visual Arts Facility
 - ❖ Four Galleries
 - ❖ Member Art
 - ❖ Community Art
 - ❖ Juried/Visiting Artist
 - ❖ Sculpture Art
 - ❖ Meeting/Classrooms
 - ❖ Art Shop (small art items)



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Former Indian Head Bank
On The Market Since January 2016
18,000 sq. ft.
\$1,750,000 Sale Price
Brady Sullivan Owner

Visual Arts Center Proposal

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New Hampshire Artists Association

Circle 9

Brady Sullivan Properties

In 2009 Brady Sullivan Properties gave the former St. Anne's Church (Manchester) and adjoin rectory to the NH Institute of Art. Brady Sullivan gave additional \$100,000 toward the \$2.5 million extensive remodeling costs.

The buildings will become a
Manchester Youth Art Center.

Brady Sullivan Properties
(Shane Brady and Arthur Sullivan)

www.BradySullivan.com

670 N. Commercial Street
Manchester, NH 03101
Phone: 603-622-6223

Brady Sullivan Properties
Community Involvement



Visual Arts Center Proposal

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New Hampshire Artists Association

Circle 9

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Nashua Arts Commission

Marketing Committee Report

BACKGROUND

Nashua has a vibrant arts community but awareness is an issue. This year's arts grants illustrated the need, with numerous organizations requesting funds to assist with marketing for their organizations or projects. City Arts Nashua and Great American downtown have ongoing marketing efforts. The BOA Economic Development Committee recognizes the need for marketing Nashua as an arts destination. After an initial investigation into advertising a monthly schedule of performing arts events in the Telegraph that revealed costs above the current Arts Commission allocation for marketing in its budget, the Marketing Committee met to consider how to put together an effective collaborative marketing plan, and fund that plan on an ongoing basis.

GOAL

Produce a collaborative marketing plan that both increases awareness and audience for Nashua's arts organizations, artists, and cultural events as well as awareness of Nashua as a destination for the arts.

STRATEGIES

- **Go After "Low Hanging Fruit"** – initiate Arts Commission projects that will help achieve the goals, that have no or low cost, and that could be completed in a short time frame.
 - **Brochure covering all Nashua's performing arts**
 - Format similar to Mine Falls Park brochure
 - Design and Layout in kind; printed by City
 - Distribute at local hotels, restaurants and visitor areas
 - Follow with others (public art, galleries, etc.)
 - **September 2017 - August 2018 Arts Wall Calendar Nashua: Art Everywhere, For Everyone**
 - Twelve high quality photos of select murals and sculptures, art displays, art shows, theater, music, dance, etc. in Nashua
 - Scheduled dates of performances listed on calendar pages with information page listing the website URLs and FB links
 - Cost: Photos and layout in kind; printing quantity 1,000 approximately \$2,000
 - **Activate Facebook Page and Coordinate Facebook Ads/Boosts**
 - Use volunteer to expand content and reach of Arts Commission Facebook page
 - Cost: \$500 to use advertising and boost ads of arts events and performances
- **Collaborate with City Arts Nashua and Great American Downtown on a joint marketing program** in order to leverage planning, raise marketing funds and expedite administrative issues. Both organizations have marketing efforts in place and are making future plans. Form a joint steering committee to develop and manage a unified collaborative Arts Marketing Plan.
- **Engage a professional marketing/communications firm** to propose a plan that meets the goals, defines the audience and sets measurements on both an annual and long term basis, with a budget to effectively implement the plan.

REVENUE IDEAS

- Arts Commission allocates part of annual funds to promoting arts
- City contributes to an arts marketing fund
- Annual Arts Wall Calendar (Sell for \$10; generate up to \$8,000 in revenue);
- Mayor's Arts Ball
- Allocation from the Downtown Improvement Fund
- Research grant possibilities

LIST OF ARTS MARKETING IDEAS

- Develop series of Nashua: Arts Everywhere, For Everyone videos for use on Facebook, YouTube, etc.
- Facilitate Open Studios Nights During Summer Months for Nashua's Multiple Art Galleries
- Develop slide show on the economic impact of the creative sector and Nashua's vibrant arts scene for presentation at Nashua service organizations, BOA committees and state delegations
- Ad for arts on or in one or more City buses and bus stop
- Monthly ad in Telegraph of Arts Events with Ticket Link
- Expand Facebook advertising
- Develop PR program promoting Nashua as an arts destination
- Engage intern to upgrade Arts Commission web site, publish roster of arts organizations and artists; include blog with stories of exciting arts related news.
- Self-guided tours with mobile app and walking tours along with public art brochure
- Arts Information Link on Main Street Wayfinding Maps linked to a separate Nashua: Arts Everywhere, for Everyone web site
- Utilize Access Nashua

LIST OF ARTS COMMISSION MARKETING IDEAS

- join Chamber of Commerce so Arts Commissioners can attend and network at events; schedule an Arts After Hours with the Chamber of Commerce
- Make a tablecloth and participate in events like ArtWalk, Greeley Park Art Show, GAD events, etc.
- Refresh Arts Commission logo
- Give business cards to commission members.
- Develop PR plan to publicize work of commission
- Convert Arts and Cultural Plan so it is legible; update plan

TIMING

- After review at the April Arts Commission Meeting, formalize collaboration with City Arts Nashua and Great American Downtown and form Arts Marketing Steering Committee
- Review ideas at the Collaborative Workshop (see Workshop Plan Report) to be scheduled for the last week in April
- Begin work on brochure for performing arts and Arts Calendar in May
- Begin agency search in June

Respectfully submitted,
John Egan, Chair, Lindsay Rinaldi, Judith Carlson

Nashua Arts Commission
2016 - 2017 Budget

Actuals as of 4/10/2017

Budget Area	Budget Amount	Actual Amount
Community Grants (Annual grant process)	\$32,500.00	
RECOMMENDATIONS:		
Actorsingers		\$2,500.00
City Arts Nashua (Art Walk)		\$5,000.00
Community Music School		\$3,000.00
Discover Dance		\$3,500.00
Nashua Area Artists Association		\$1,000.00
Nashua Chamber Orchestra		\$1,500.00
Nashua Choral Society		\$2,000.00
Nashua International Sculpture Symposium		\$5,000.00
Nashua Theatre Guild		\$3,500.00
Sinfonietta Strings		\$4,000.00
Symphony NH		\$5,000.00
Subtotal: Grant Recommendations		\$36,000.00
Community Grants (discretionary)	\$5,000.00	
Positive Street Art		\$1,500.00
Subtotal: Discretionary		\$1,500.00
Capacity Building / Community Education / Marketing	\$2,500.00	
Open House Budget		
Workshop Budget		
Total	\$40,000.00	\$37,500.00
Balance to allocate		\$2,500.00